

Virtual Worlds Connect

Brokerage event

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XR Wallonia HITT Initiative

A gateway to Wallonia's XR ecosystem for European Virtual Worlds projects



80+ partners
Mission: accelerate the transfer of immersive technologies toward key sectors



Media Innovation & Intelligibility lab (MiiL) UCLouvain

Applied research partner for human-centred design, UX & gamified virtual worlds



Organisation overview

- Interdisciplinary team delivering applied research in XR, user-centered innovation and transfer to industry
- <https://www.uclouvain.be/fr/instituts-recherche/ilc/miil>



Key expertise

- **XR & Virtual Worlds**
 - Design and development of real-world simulation in virtual reality
 - 3D modeling, metahuman creation & hyper-realistic environments
- **User Experience (UX) & Human-centered design**
 - User-centered design for immersive and interactive systems
 - User engagement & trust in immersive environments,
 - Robust UX evaluation frameworks and mental workload assessment
- **Communication & Participatory Design**
 - Gamification, Co-creation platforms and participatory design
 - Analysis of organisational dynamics

Preferred role in a consortium: WP leader



Targeted Calls

- HORIZON-CL4-2026-04-HUMAN-01
- DIGITAL-2026-AI-09-VIRTUAL-TESTBEDS-STEP
- HORIZON-CL2-2026-01-HERITAGE-01

Contact us



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